

LEO BURNETT U.S.A.

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Should you really call your low-tar cigarette low?



New Parliament Ultra Lights have about half the tar of most so called "low-tar" cigarettes. Just 5 mg. *That's low.*



New Parliament Ultra Lights. 5mg. tar. That's low.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg. "TAR" 0.5 mg. NICOTINE per cigarette by FTC Method

